



WHAT ARE YOU REALLY BURNING?

Not always watching the original?

Some people believe the illegal burning, buying, downloading or streaming of films and TV shows for personal use is harmless.

It doesn't hurt anyone? It doesn't damage anything?

They think it only affects those who are most able to afford it. But what they are really burning is the future of our film industry and the jobs of the many Australians working in it.

Film Piracy burns more than just DVDs.

ipawareness.com.au



Intellectual Property
Awareness Foundation

The Facts

Over 50,000 people in Australia rely on the film industry for their livelihood, in jobs you may not consider as being at risk.

- Projectionist, ushers and concession bar workers in cinemas,
- Staff in your local video stores,
- Trades people like carpenters, electricians, seamstresses, etc.,
- Editors, artists, designers and sign writers,
- Office personnel, secretaries, IT professionals.

The Australian film industry plays a big part in our economy and continued economic wellbeing.

- Production, exhibition, sale & rental injects millions into economy.
- Piracy rips more than \$230 million out of the economy each year.
- Lost revenue means less investment, fewer productions and fewer jobs.

How does it affect me?

Less local choice

Fewer movies, TV shows and documentaries.

Higher costs and fewer locations

Cinemas, Rental and Retail shops may be forced to reduce session times, opening hours and staff numbers. Some may even close.

Poor quality

Pirated movies and TV shows are almost always of an inferior and less reliable quality, missing many of the special features you'd expect.

What can I do to stop the burning?

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| ✗ Don't buy dodgy DVDs. | ✓ Enjoy great movies at the cinema. |
| ✗ Don't download copyrighted movies and TV shows illegally. | ✓ Watch your favourite show on TV or through legitimate online sources. |
| ✗ Don't copy & burn without the permission of the copyright holder. | ✓ Rent or buy the real thing from an authorised seller or rental outlet. |